

**c.r.c**

**COLLEGE RADIO  
CORPORATION**

545 FIFTH AVENUE • NEW YORK 17, N. Y. • Telephone: Murray Hill 7-6865

December 18, 1953

Miss Dorothy M. Coffman  
Radio Station WCSR  
Smith College  
Northampton, Mass.

Dear Dorothy:

Thank you for your letters of December 11, 1953 addressed to Mr. Crow. We realize your situation, and the information forwarded is fine.

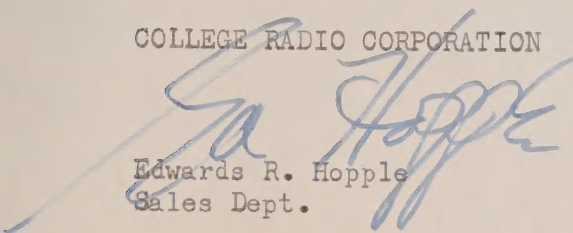
Both my partner and I were AMHERST '52, and started your PBS, etc., and having camped every day (literally) of my college life in the Quad, I understand Smith and "Smithies" -- even though the gals sometimes have unflattering "set" opinions of Amherst.

I'll be interested in the sales booklet which you say you are preparing. I always believed that a good sales staff of girls could get more advertising in Hamp, if well organized and fortified with material, than the Amherst newspaper ever did. We used to take a lot of money from Hamp (when I was on the newspaper in Amherst). I'm convinced they are fertile fields if pushed.

Best wishes for a successful year, and growth in the station.

Sincerely yours,

COLLEGE RADIO CORPORATION

  
Edwards R. Hopple  
Sales Dept.

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